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Using destination branding to attract

McLaughlin, Jennifer

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ABSTRACT

The objective of this research was to understand the role played by destination branding in attracting South African filmmakers to the province of Gauteng. This was done by analysing the perceptions of Gauteng as well as the decision-making factors employed by South African film industry experts when selecting a filming location.

Qualitative research was employed, using content analysis to extrapolate results gleaned from semi-structured one-on-one interviews. The sample consisted of a total of twelve location scouts, location managers, and producers who are each currently active in South Africa's film industry.

Key findings included respondents' overall positive attitude toward Gauteng, which they cited as an excellent place to work. Furthermore, the excellent year-round weather in Gauteng, as well as the professionalism of its crews, adds to the draw of working in Gauteng. While crime is seen as a negative factor, it does not prohibit filmmakers from working in Gauteng. On the whole, respondents believe Gauteng to be a more attractive place for film than any other South African province. To better assist them in their work, they would like to see a more robust Gauteng Film Office (GFO), the official government organisation that represents Gauteng's film industry domestically and internationally.

While destination branding has not yet been employed in Gauteng, the province is well-positioned to begin crafting itself as a destination brand for the film industry. Many of the critical foundational factors for this process are in place. However, there is still much ground to be covered using the input of many different stakeholders, a process that will most likely take a long time.

THE DECLARATION

I, Jennifer McLaughlin, declare that this research report is my own, unaided work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

_____

Jennifer McLaughlin

09 June 2006

DEDICATION

~ For Tom Quirk ~

I’m grateful to be a chip off your block.

Thank you.

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First, I'd like to thank the location managers, location scouts, and film producers who agreed to be interviewed for this report. Puisano Phatoli of the Gauteng Film Office (GFO) also generously shared her time and advice. Without the input of these many talented film industry professionals, this report would not have been possible. Thank you.

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GLOSSARY

(Definitions quoted directly from The Internet Movie Database)

Art Director

The person who oversees the artists and craftspeople who build the sets.

Crew

A collective term for anyone involved with the production of a movie who does not appear in the movie.

Director

The principal creative artist on a movie set. A director is usually (but not always) the driving artistic source behind the filming process…

Director of Photography (DOP)

A cinematographer who is ultimately responsible for the process of recording a scene in the manner desired by the director.

Documentary

A non-fiction narrative without actors.

Feature Film

A movie at least 40-45 minutes (2 reels) long intended for theatrical release.

Lighting

Most productions use artificial lighting when filming for various technical and artistic reasons, both on location or on a set.

Location Filming

Filming which occurs at a place not constructed specifically for the production. Typically this is either outdoors, a well-known location, or a real place which suffices.

Location Manager

A person who manages various aspects of filming on location, such as arranging with authorities for permission to shoot in specific places.

Location Scout

A person who looks for suitable locations for filming.

Producer

The chief of staff of a movie production in all matters save the creative efforts of the director, who is head of the line. A producer is responsible for raising funding, hiring key personnel, and arranging for distributors.

Production Company

A general term for a company that is associated with the making of a movie.

Production Designer

An artist responsible for designing the overall visual appearance of a movie.

Production Manager

Reporting to the film's producer, this person supervises the budget, hires the crew, approves purchase orders & time cards, and generally makes sure all departments are doing their respective jobs within the parameters of the budget.

Recce*

Industry slang for a reconnaissance effort where those involved with selecting a location will physically go and see a location in person. Informally used; "recce" is the correct spelling.

Script

A general term for a written work detailing story, setting, and dialogue.

Set

An environment used for filming. When used in contrast to location, it refers to one artificially constructed.

Shot

A continuous block of unedited footage from a single point of view.

Storyboard

A sequence of pictures created by a production illustrator to the desired general visual appearance on camera of a scene or movie.

Studio

A company that makes movies.

***** Indicates a definition not copied from The Internet Movie Database; all interviewees used this term and one person explained it specifically.